

## CONTRACT



KVVU-TV  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

Greer Margolis Mitchell Burns, Inc (GMMB)  
3050 K St NW  
Washington, DC 20007

And:

Contract / Revision	Alt Order #
477036 /	06146326
<u>Product</u>	
J OCEGUERA 4 CONGRES	
<u>Contract Dates</u>	<u>Estimate #</u>
10/09/12 - 10/15/12	1186
<u>Advertiser</u>	<u>Original Date / Revision</u>
J Oceguera 4 Congress	10/04/12 / 10/04/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KVVU	Teresa Difuria
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
	104
<u>Agency Ref</u>	<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
D 1	KVVU	10/09/12	10/15/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	0	\$0.00
D 2	KVVU	10/09/12	10/15/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	0	\$0.00
N 3	KVVU	10/09/12	10/15/12	Katie Couric	2-3p		:30			NM	6	\$5,000.00
Start Date <u>End Date</u> Weekdays Spots/Week				<u>Rate</u>								
Week: 10/09/12 10/15/12 MTWTF--				\$150.00								
Spot Ch Date Range Description				<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	Type		
4	KVVU	10/15/12-10/15/12	Katie Couric	1-2pm		M-----	:30		\$275.00	NM		
④	MG	for 10.3,3.1,4.2,6.3,18.1,5.1,8.4,20.1,15.1,16.1		2-3p		M-----	:30		\$300.00	NM		
5	KVVU	10/15/12-10/15/12	Anderson Cooper	3-4p		M-----	:30		\$350.00	NM		
④	MG	for 10.3,3.1,4.2,6.3,18.1,5.1,8.4,20.1,15.1,16.1		8 KVVU 10/15/12-10/15/12 BB League Championships		M-----	:30		\$550.00	NM		
6	KVVU	10/15/12-10/15/12	Dr Oz	1pm-8pm		M-----	:30		\$3,250.00	NM		
④	MG	for 10.3,3.1,4.2,6.3,18.1,5.1,8.4,20.1,15.1,16.1		④ MG for 10.3,3.1,4.2,6.3,18.1,5.1,8.4,20.1,15.1,16.1		M-----	:30					
D 4	KVVU	10/09/12	10/15/12	Anderson	3-4p		:30			NM	0	\$0.00
D 5	KVVU	10/09/12	10/15/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
N 6	KVVU	10/09/12	10/15/12	Fox 5 News at 5	5-530p		:30			NM	1	\$550.00
Start Date <u>End Date</u> Weekdays Spots/Week				<u>Rate</u>								
Week: 10/09/12 10/15/12 MTWTF--				\$550.00								
N 7	KVVU	10/09/12	10/15/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	1	\$450.00
Start Date <u>End Date</u> Weekdays Spots/Week				<u>Rate</u>								
Week: 10/09/12 10/15/12 MTWTF--				\$450.00								
N 8	KVVU	10/09/12	10/15/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$1,250.00
Start Date <u>End Date</u> Weekdays Spots/Week				<u>Rate</u>								
Week: 10/09/12 10/15/12 MTWTF--				\$625.00								
N 9	KVVU	10/09/12	10/15/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$2,175.00
Start Date <u>End Date</u> Weekdays Spots/Week				<u>Rate</u>								
Week: 10/09/12 10/15/12 MTWTF--				\$725.00								
N 10	KVVU	10/09/12	10/15/12	MORE Access	6-7pm		:30			NM	1	\$400.00
Start Date <u>End Date</u> Weekdays Spots/Week				<u>Rate</u>								

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/09/12	10/15/12	MTWTF--				1	\$400.00			
N 11	KVVU	10/09/12	10/15/12	Extra	M-F 7-730p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/09/12	10/15/12	MTWTF--				1	\$625.00			
N 12	KVVU	10/09/12	10/15/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/09/12	10/15/12	MTWTF--				2	\$700.00			
N 13	KVVU	10/09/12	10/15/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/09/12	10/15/12	MTWTF--				2	\$275.00			
N 14	KVVU	10/13/12	10/13/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/08/12	10/14/12	-----1-				1	\$1,500.00			
D 17	KVVU	10/14/12	10/14/12	NFL Late Game	NFL Late Game		:30			NM	0	\$0.00
D 19	KVVU	10/14/12	10/14/12	Fox News Sunday 8-9a	8-9a		:30			NM	0	\$0.00
D 21	KVVU	10/10/12	10/10/12	The X Factor	The X Factor		:30			NM	0	\$0.00
N 22	KVVU	10/09/12	10/14/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/08/12	10/14/12	-TWT--S				1	\$95.00			
N 23	KVVU	10/09/12	10/12/12	Better	M-F 11a-12p		:30			NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/08/12	10/14/12	-TWTF--				1	\$195.00			

Totals

22 \$14,190.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	22	\$14,190.00	\$12,061.50
<b>Totals</b>	<b>22</b>	<b>\$14,190.00</b>	<b>\$12,061.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 6146326 TRF# 477036  
\$\$\$ MOD# 2 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100  
ORDER WORKSHEET

FAX# 610-225-1191  
HARRIS REPORT FROM REP OCT4/12 09.42  
\*\*\*CHANGES\*\*\* \*\*\* KVUU-TV \*\*\*



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REP: TEL# 610-293-4100 ORDER WORKSHEET

FAX# 610-225-1191 HARRIS REPORT FROM REP  
\*\*CHANGES\*\* OCT4/12 09-42  
\*\*\* KVUU-TV \*\*\*

LINE#:	REP	CD:	TIME	PERIOD	: LGTH	: SEC	: RATE	: START	: END	: SPTS:	WEEK :	DAYs	: TOTL:	: SPTS:		
21	*		800P-930P		30		\$5,350.00	10/10	10/10	0		WED		0		
PROGRAM :	X	FAXTOR														
ORD COM1:		CANCELED														
CON COM1:	X	FAXTOR														
27	A	430A-459A			30		\$95.00	10/9	10/15	1		TU-F, M		1		
PROGRAM :	NEWS															
ORD COM1:	ADD	TO SCHED														
CON COM1:	NEWS															
28	A	1100A-1200N			30		\$195.00	10/9	10/15	1		TU-F, M		1		
PROGRAM :	BETTER															
ORD COM1:	ADD	TO SCHED														
CON COM1:	BETTER															
OCT/12																
CONTRACT																
TOTAL																
SPOTS																
14190.00																
OCT/12																
MARKET	TOTALS	\$104,560	KVUU	25%	KSNV	21%	KLAS	29%	KTNV	24%	KVMY	0%	KVCW	0%	CABL	0%
SVC-	NSI				KTUD	1%										
DEMONS-	RA35+*															
MOD	CODE	A-ADD	B-BUY	TYPE	C-CANCELLED	DE-DELETE	E-EFF	DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM	NAME				
P-CLASS,	PLAN,	SECT	Q-PAID	PGM	R-RATE	S-SPOTS	PER	WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*	-MULTIPLE		